

PATENT OFFICE

JAN 17 1948

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It's



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CRADLE SONG

From the German

Johannes Brahms



Lul - la - by and good night; with ros - es be -
Lul - la - by and good night, thy moth - er's de -



dight, light. With Bright lil - ies be - decked is ba - by's wee
an - gels a - round my dar - ling shall





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To those who love little children

A child's room lies next to a child's heart, for all of us find indelibly stamped in our memories the room in our youth that we called our own.

"My room" — you say this and you bring back in clear detail the arrangement of the furniture, the color of the walls, the friendly world you saw from your window, and that impregnable citadel of security, the bed you slept in. And who can deny that closest of all these cherished associations was the well worn, mishandled doll, or the grizzled teddy bear you slept with. What comfort and solace these companions provided through the long hours of the night.

Today's Lullabye furniture is only a projection of this hunger on the part of children for surroundings that meet them on their own mental and spiritual level. Lullabye furniture provides an atmosphere in which little boys and little girls feel at home. Youngsters are more at ease with furniture scaled to their size, and they understand the gay decorative characters on it that are first cousins of the dolls and teddy bears that get tucked into bed with them at nightfall.

Lullabye furniture brings more happiness to a child, and it encourages constructive habits. For it comes natural to little folks to take pride in possessions that are definitely theirs. It is easier to teach them to care for things they own and to wait on themselves, when such things distinctly belong to their world. These are the qualities which build up self-confidence and develop individual initiative—vital roots from which grow valiant, successful young men and women.

Every child deserves the happiness of a Lullabye room, and the head start in life that it provides.



Lullabye - The Record in Review

A message to those who buy thoughtfully that which they need



Lullabye furniture for children is the result of an idea that occurred to John J. Bukolt back in 1897. It led to the establishment of a factory in Stevens Point, Wisconsin, that at its inception was hardly beyond the scope of a wood shed operation. A man of great vision and a dynamo of human energy, John Bukolt pioneered the manufacture and improvement of juvenile furniture.

Built to give more years of service, designed to charm children and interior decorators alike, Lullabye furniture has consistently received more editorial praise and comment, year after year, from the editors of leading home furnishings magazines than all other manufacturers combined. Lullabye furniture, too, has repeatedly been chosen by set designers of all major Hollywood studios for its attractive, varied styles. And Lullabye is the furniture for children that is most frequently shown in nursery rooms wherever model home exhibits are held, for this is the line that received the highest

award for design and construction at the Chicago and New York World's Fair.

That Lullabye furniture has won such nation-wide recognition is a cause of deep satisfaction and inspiration to the management of this business. It gives encouragement to continue aggressive work in all directions in the development of new design, to discover better methods of construction, to contribute more to the further advancement of child hygiene . . . to keep on making furniture well enough and good enough for the heirs of the greatest nation on the face of the earth, the children of America.



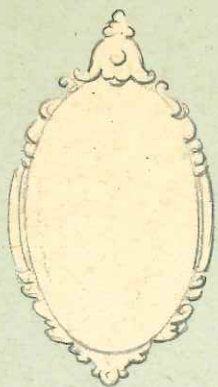
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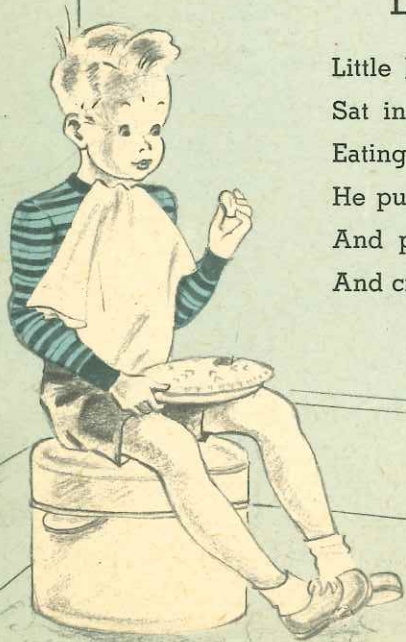
President

Lullabye Furniture Corp.
Stevens Point, Wisconsin



Little Jack Horner

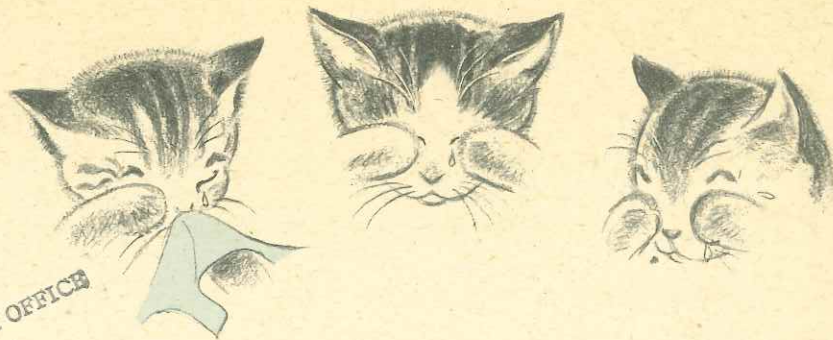
Little Jack Horner
 Sat in a corner,
 Eating a Christmas pie;
 He put in his thumb,
 And pulled out a plumb,
 And cried, "What a good boy am I?"



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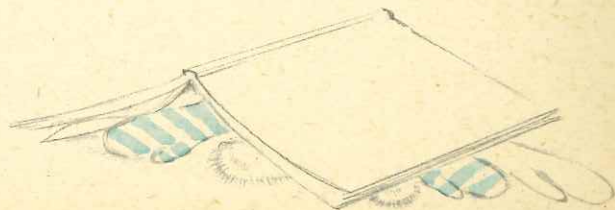
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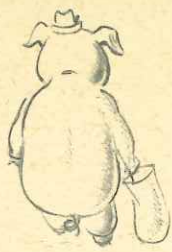


Three Little Kittens

Three little kittens, they lost their mittens,
 And they began to cry,
 "Oh, mother, dear, we greatly fear,
 That we have lost our mittens."

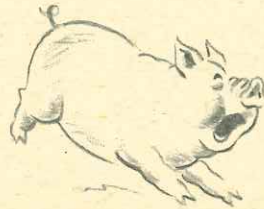
"What! lost your mittens, you naughty kittens!
 Then you shall have no pie."
 Mee-ow, mee-ow, mee-ow,
 mee-ow,
 Then you shall have no pie.





This Little Pig Went to Market

This little pig went to market;
 This little pig stayed at home;
 This little pig had roast beef,
 This little pig had none;
 This little pig cried, "Wee, Wee,
 Wee!" all the way home.



If I Were an Apple

If I were an apple
 And grew on a tree,
 I think I'd drop down
 On a nice boy like me.

I wouldn't stay there
 Giving nobody joy;
 I'd fall down at once
 And say, "Eat me, my boy!"

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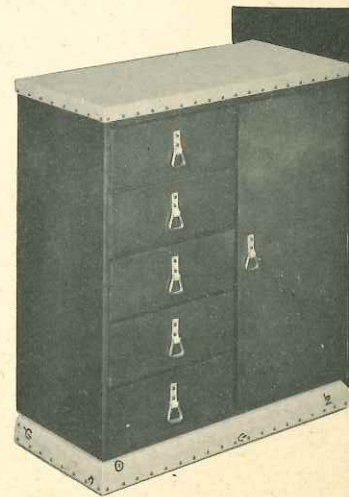
Rain, Rain, Go Away

Rain, rain, go away
 Come again another day;
 Little Johnny wants to play.

"Dude Ranch" Ensemble



Every little boy or girl will give a big "yip-e-e-e hi-ho" for a Dude Ranch room. What fun to be a cowboy or cowgirl, to live in and entertain the neighborhood small set in a bedroom-playroom that is authentically western to the core. Here truly is an atmosphere for little people that will stimulate self-reliance, fire the imagination and accentuate the habits of neatness and responsibility



It's

Time



The decalcomania of a cowboy or cowgirl riding a bronco is optional. If you prefer the set without it—as many do—it can be omitted.



The Lullabye line code number for Dude Ranch is 3300

and Infants' Set

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in doing chores to keep the "ranch house" in order.

Father and Mother have a turn for delight and pride, too, with this engaging, educational group. You'll find new functional furniture in the dual purpose mothers' chair. The horseshoe designed back of the seat becomes a solid top play table. See the diagrammatic illustration at right. A combination study table and chest of drawers is also a practical feature

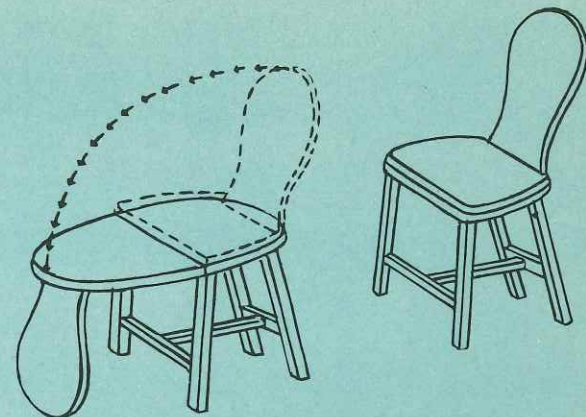


that provides extra utility. A clever customer rides on a miniature bronco, the bed-side table is saddle-back design, while rope twist side rails give the bed a particularly original note of charm. All major pieces are trimmed with off-white leatherette marked with saddle brands, and the table, chair seat and chests are covered with this enduring, good-looking serviceable material, that is easily washed with soap and water. Hobnails secure it to the wood.

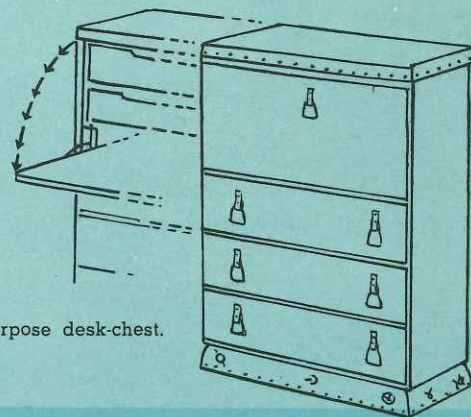
Solidly constructed of northern hardwood maple, the Dude-Ranch ensemble is distinguished by a rich, glowing finish in saddle tan.

Perhaps this description, plus the picture will help you visualize why the editors of *Parents Magazine* have selected Lullabye's Dude Ranch as the outstanding juvenile ensemble of the year.

You may see Dude Ranch on display at the leading juvenile store in your community. Then you will appreciate, even more, its charm and attractiveness, and the educational influence it will have on the little boy or girl that you have in mind.

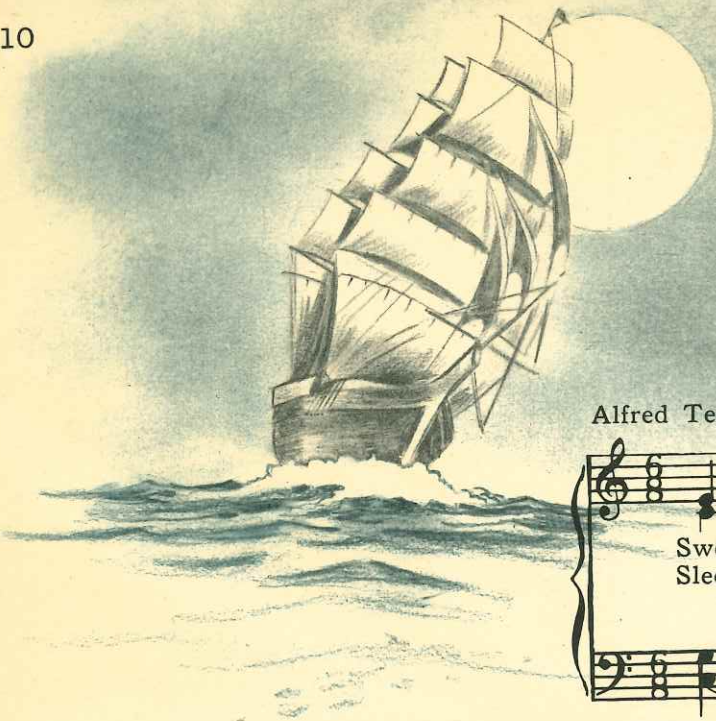


Dual service mother's chair and play table.



Dual purpose desk-chest.

*Fine Furniture for Children
Since 1897*



SWEET AND LOW

Alfred Tennyson

Sir Joseph Barnby

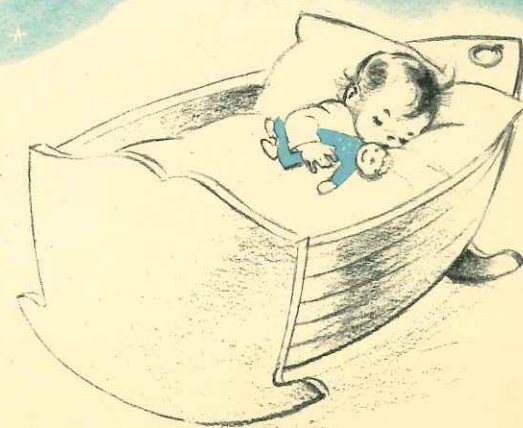
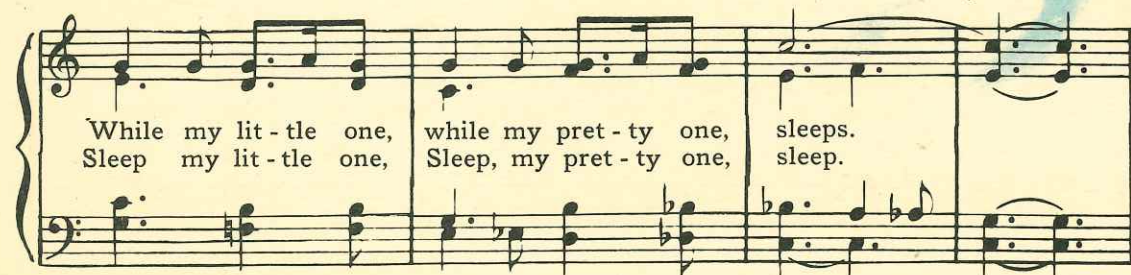
Sweet and low, sweet and low, Wind of the west - ern sea
Sleep and rest, sleep and rest, Fa - ther will come to thee soon;

Low, low, breathe and blow, Wind of the west - ern sea,
Rest, rest, on mo - ther's breast, Fa - ther will come to thee soon;

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"Dream Boat" Ensemble



What fun to have a sailor room . . . to be the skipper of this charming youth group of breath-taking beauty. Shown here in glowing, natural honey birch, Dream Boat is also available in lovely pastel enamel as illustrated in the Infant's Set on the opposite page. But regardless of the finish you may choose, the trim, nautical lines of this set will win the heart of your little boy or girl, and the open admiration of all others who see it. The side rails of the bed are turned in a natural rope twist, the drawer pulls fashioned to appear as net floats. Other marine touches, such as the anchor backed mother's chair, and the rounded wave corners of all pieces, make this an enchanting, happy room.

It's
LULLABYE
Time

Guided by the North Star, the galleon in blue and pink tones, is an optional decorative feature for those who choose the pastel enamel finish of either the youth ensemble or the infants' set.



The Lullabye line code number for Dream Boat is 3100

and Infants' Set

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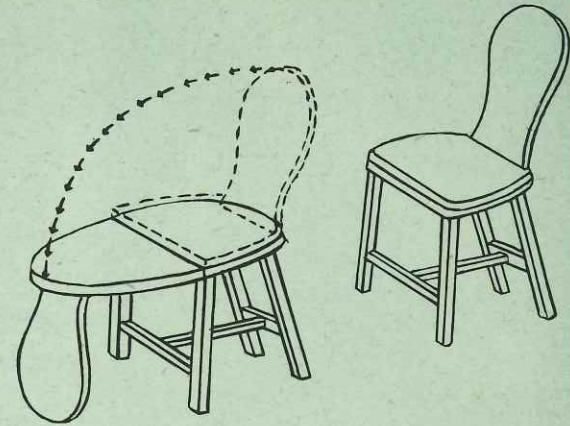
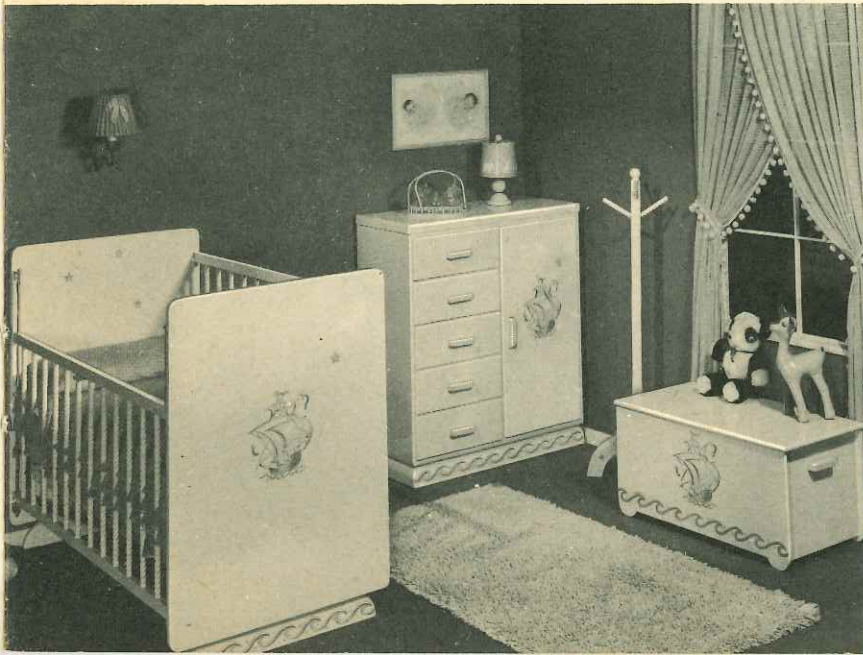
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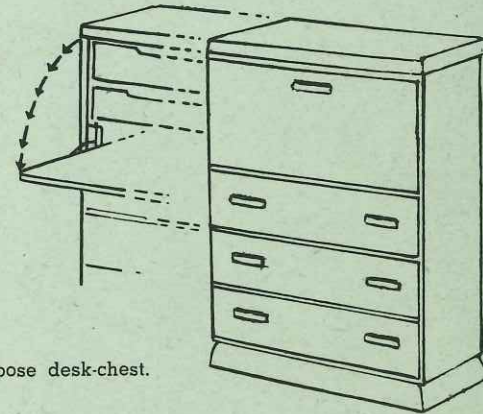
The mother's chair and chest are dual function crew men, becoming a play table and writing desk respectively, as well as serving their primary purpose. Their two fold operation is illustrated at the right. And in a room as light-hearted as this sea-going group, it is easy to impress on little skippers a rule

of the sea so often used it's become a phrase common to land lubber households. "Keep Things Ship-Shape" Father and Mother will find that the clean, light colored surfaces of Dream Boat accelerates the development of initiative and responsibility on the part of children to care for things of their own.

A nursery room in spirited marine design, with the pieces matched to fit later into the larger youth group—that is the practical and doubly attractive point of the lovely Dream Boat infant's set. For those who wish it, this Dream Boat group is also available in natural honey birch, companion pieces to the youth ensemble shown in this finish.



Dual service mother's chair and play table.

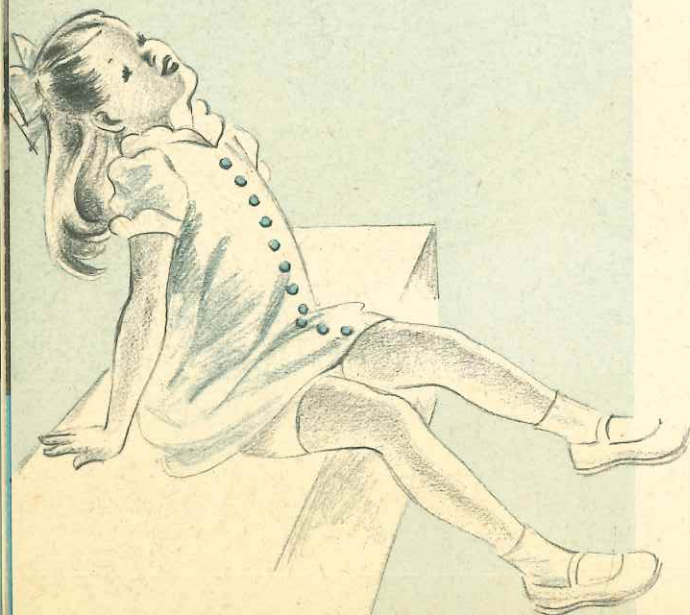


Dual purpose desk-chest.

*Fine Furniture for Children
Since 1897*

Twinkle, Twinkle, Little Star

Twinkle, twinkle, little star,
How I wonder what you are!
Up above the world so high,
Like a diamond in the sky.



Cock Crows in the Morn

Cock crows in the morn to tell us to rise,
And he who lies late will never be wise;
For early to bed, and early to rise,
Is the way to be healthy and wealthy and wise.



When Little Fred Went to Bed

When little Fred went to bed,
He always said his prayers;
He kissed mama, and then papa,
And straightway went upstairs.

Little Folks

Little folks, little folks,
Now then for bed!
A pillow is waiting
For each little head.

Sleep all the night,
And wake in the morn,
Robert shall sound
The call on his horn.



"Piggy Bank" Infants' Set

15

Here is a delightful, charming room for baby that goes straight to the heart of all who see it — a combination of essential, functional pieces that suggest happiness on sight. Yet this Piggy Bank group, or any other pleasing Lullabye ensemble, represents much more than just furniture to carry you through the period of infancy and the baby years. Basically, this furniture is planned so that as baby grows, the room grows too, developing into a youth room.

Only one of these original pieces — the crib — will sooner or later find its way to retirement. All of the rest, the chifferobe, costumer, toy chest and mother's chair carry on through all of the years from babyhood to high school days. Along with the youth bed, a writing desk, and perhaps a child's table and chair set, are the only major additions that need be added to give your little boy or girl a fully ensembled, functional child's room.

That is why so many parents, looking ahead, feel that right from the start the nursery should be made complete — an investment in furnishings that will do yeoman's service over a period of from twelve to fourteen years.

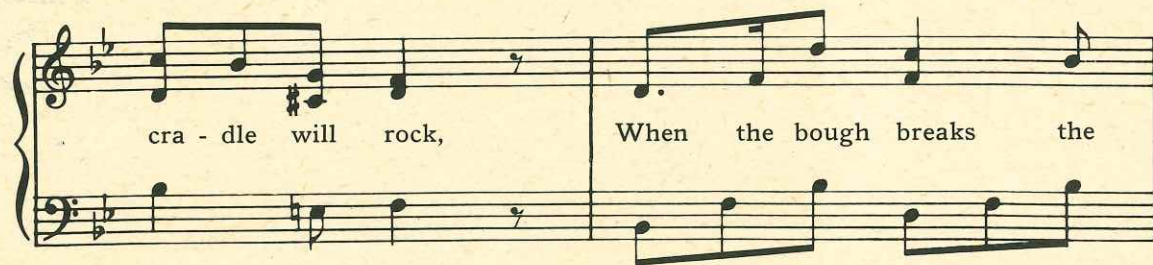


The Lullabye line code number for Piggy Bank is 1500

It's
LULLABYE
Time

ROCK-A-BYE BABY

Traditional



"Piggy Bank" Ensemble

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Day after day, year after year, this cheerful Piggy Bank ensemble will make the room of your little boy or girl a brighter, lighter, gayer place in which to live. The basic design employing wavy, excited lines and well rounded corners is definitely liked by children, while the light hearted color in which it is finished, plus the roly-poly pig, radiate sunshine and good-fellowship.

Of course, this Lullabye group exercises the same character-building influence on little boys and girls that all Lullabye ensembles do . . . encouraging their self-interest in neatness, and sharpening their sense of personal responsibility for their own possessions. In addition, Piggy Bank teaches thrift. By placing two real banks in readily accessible places, children in their early years can be rewarded for their good deeds with pennies and nickels which the youngster can deposit himself in his own room — as his own custodian of treasure. Later, as the child grows older, this stewardship can be broadened to give the youngster valuable lessons on the purchasing power of pennies, nickels and dimes. A budget can be set up for such natural disbursements as ice-cream, candy, movies, etc., and withdrawals made for each occasion. The two banks provided help set up a going system of a weekly expense account and a savings fund.

The Lullabye line code number for Piggy Bank is 1500



It's
LULLABYE
Time

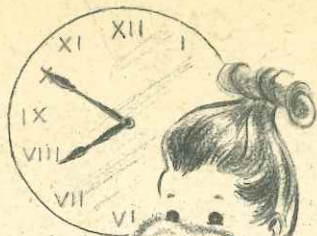


Little Bo-Peep

Little Bo-Peep has lost her sheep,
And can't tell where to find them;
Leave them alone, and they'll come home,
And bring their tails behind them.

Little Bo-Peep fell fast asleep,
And dreamt she heard them bleating;
But when she awoke, she found it a joke,
For they still were all fleeing.

Then up she took her little crook,
Determined for to find them;
What was her joy to behold them nigh,
Wagging their tails behind them.



There's a Neat Little Clock

There's a neat little clock —
In the schoolroom it stands —
And it points to the time
With its two little hands.

And may we, like the clock,
Keep a face clean and bright,
With hands ever ready
To do what is right.

Yankee Doodle

Yankee Doodle went to town,
Riding on a pony,
Stuck a feather in his hat,
And called him Macaroni.



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The Man in the Moon

The Man in the Moon looked out of the moon,
And this is what he said:
"It's time that, now I am getting up,
All children are in bed."

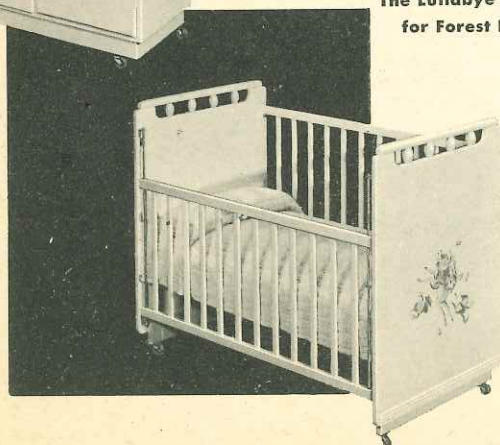
"Forest Friends" Set

19

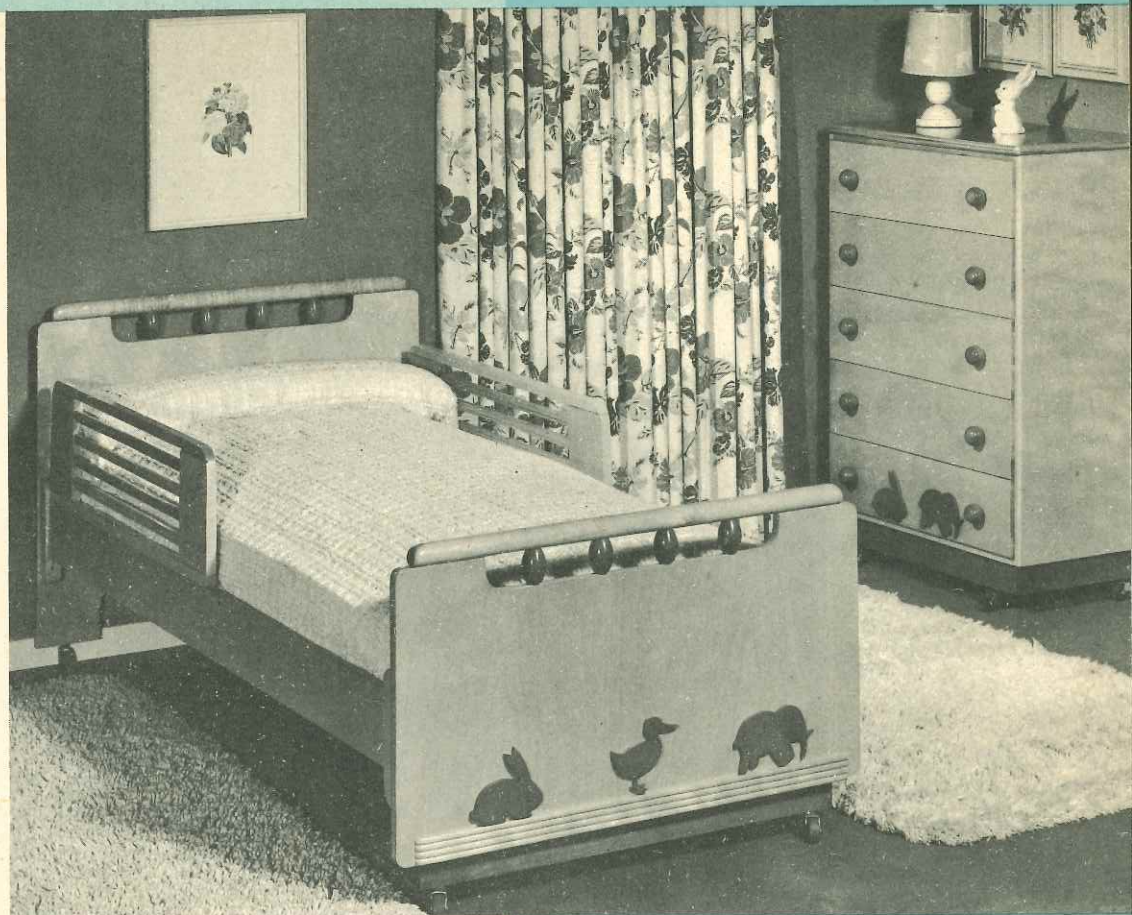
Nursery and Youth Room Pieces With Alternate Decorations

Taking their inspiration from childrens' deep interest and affection for the animals of the woodlands, this Lullabye group offers an attractive, happy room for a child. The adventures of a shy, unwilling fawn captured by mischievous elves, is one decorative element you may choose for crib and chifferobe, or youth bed and chest. The other optional subject is a marching line of animal

silhouettes for crib and chifferobe, or youth bed and chest. Either one of these Forest Friend decalcomanias will touch the heart strings of youngsters who are fascinated by the imaginative possibilities of these interesting room mates.



The Lullabye line code number
for Forest Friends is 3400



Both decorative elements, in light pastel color, are applied against a white enamel or natural wood finish—providing basic pieces of furniture around which a smart and artistic child room may be built, a room that radiates and reflects the joy and cheer of the little boy or girl for whom you intend it. Besides white enamel, Forest Friends sets are also available in birch and maple finishes.

It's
LULLABYE
Time



Simple Simon

Simple Simon met a pieman
Going to the fair;
Says Simple Simon to the pieman,
"Let me taste your ware."

Says the pieman to Simple Simon,
"Show me first your penny;"
Says Simple Simon to the pieman,
"Indeed, I have not any."



Wee Willie Winkie

Wee Willie Winkie runs through the town,
Upstairs and downstairs in his nightgown,
Rapping at the window, crying through the lock,
"Are the children all in bed for it's now eight o'clock?"

Hush-A-By, Baby

Hush-a-by, baby, on the tree top,
When the wind blows, the cradle will rock,
When the bough bends, the cradle will fall,
Down will come baby, bough, cradle and all.

"Yankee Doodle" Youth Set

21

Typically American is this new, light-hearted two piece set that will win the lasting interest and affection of your little boy or girl by the feeling of friendly warmth and charm that radiates from it. Simple in design, beautifully finished in a selection of three natural wood tones and enamel, the furniture is named for the basic origin of the plain provincial style that marked the early, formative period of our country. And just so, will it re-act on your little boy or girl in the early, formative period of their development to sharpen their pride and help train them in the ways of neatness, cleanliness and order. The spacious, practical five drawer, dust-proof chest provides ample room for storage—a provision that mothers particularly will appreciate.

This set is available in three beautiful and lustrous wood finishes—walnut, maple and natural honey birch. It is also available in white enamel if desired.



The Lullabye line code number for Yankee Doodle Chest is 869

The Lullabye line code number for Yankee Doodle Bed is 535

It's
LULLABYE
Time



ALL THROUGH THE NIGHT

Old Welsh Air

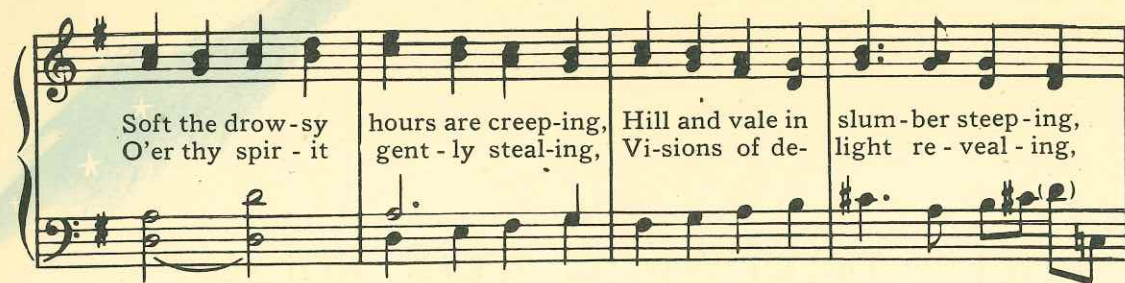
Sleep, my child, and peace at-tend thee, All through the night;
While the moon her watch is keep-ing, All through the night;

Guard-ian an-gels God will lend thee, All through the night;
While the wear-y world is sleep-ing, All through the night;

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Soft the drow-sy hours are creep-ing, Hill and vale in slum-ber steep-ing,
O'er thy spir - it gent - ly steal-ing, Vi-sions of de- light re - veal - ing,



I my lov - ing vig - il keep - ing, All through the night.
Breathes a pure and ho - ly feel - ing, All through the night.



Little Star That Shines So Bright

Little star that shines so bright,
Come and peep at me tonight,
For I often watch for you
In the pretty sky so blue.

Little star! O tell me, pray,
Where you hide yourself all
day?

Have you got a home like me,
And a father kind to see?

Little Child, at you I peep
While you lie so fast asleep;
But when morn begins to break,
I my homeward journey take.

For I've many friends on high,
Living with me in the sky;
And a loving Father, too,
Who commands what I'm to do.

Pussy-Cat, Pussy-Cat

Pussy-cat, pussy-cat, where have you been?
I've been to London to look at the Queen.
Pussy-cat, pussy-cat, what did you do there?
I frightened a little mouse under the chair.



Deedle, Deedle, Dumpling

Deedle, deedle, dumpling, my son John,
He went to bed with his stockings on,
One shoe off, and one shoe on,
Deedle, deedle, dumpling, my son John.



Mary, Mary, Quite Contrary

Mary, Mary, quite contrary,
How does your garden grow?
With silver bells and cockle shells,
And pretty maids all in a row.

Infant Sets

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Matching Chifferobe for Cribs

The practical, functional utility of a chifferobe for storage, makes it an essential piece of furniture for baby's room. Here are five deep, spacious, dust-tight drawers to keep clothes clean, and a welcome closet compartment for hanging outer garments and suits or dresses. This charming number is made to the identical high standards of workmanship as are those in other Lullabye groups, and is designed primarily as a companion piece to either of the cribs illustrated on this page. Of course, it is available in the same four wood finishes to match the crib of your choice.

The Lullabye line code number for Matching Chifferobe is 872



Happy Puppy Crib

If you want a crib of simple lines that adds becoming cheer to the gay spirit of a baby's room, this happy hearted number will meet with your warm approval. The head and foot panels are full length with beaded base and a gracefully shaped, top rail. A lovable cocker spaniel who wins the affection of children on sight, is the subject of decorative interest, centered on the foot panels of the crib and the door of the chifferobe. Alternate decalcomania is the bunny decoration shown above. The crib and chifferobe are illustrated in walnut, but they are also available in maple, birch or white enamel.

The Lullabye line code number for Happy Puppy Crib is 836



Baby Days Crib

Here is a delightful, refreshing crib of marked interest in design. The end panels are gracefully framed within a sweeping top piece and a lovely beaded base. A cute decalcomania that children enjoy, serves as a decorative element. This decalcomania is placed on the foot panel of the crib and on the door of the matching chifferobe. While the chifferobe and crib are shown here in walnut, they may also be had in finishes of birch, maple or white enamel.

The Lullabye line code number for Baby Days Crib is 338

*Fine Furniture for Children
Since 1897*

The Values That Give You *more for your dollar* in *Lullabye* Furniture



Lullabye Timber

The nation-wide demand today for Lullabye furniture is the result of thousands and thousands of Lullabye infant sets and youth ensembles that have given their owners long, proud years of useful service. The facts behind this satisfaction are high-lighted here, for from forest through factory, Lullabye owns, controls and supervises every important operation in the securing of materials and the steps of manufacture.

In the whole of juvenile furniture, only Lullabye owns its own forests, saws and seasons its own timber, makes its own veneer and plywood, and delivers its own lumber and panel stock to its own factory. This completely integrated method of organizing basic materials that are needed, makes it possible for Lullabye — through the elimination of the profits re-



Hauling Lullabye Logs

This is a section of the eleven thousand acres of virgin forest in northern Wisconsin — largely birch — that constitutes the great Lullabye forest preserve. Many of these trees are from three to four hundred years old. They represent one of the finest stands of choice northern hardwoods to be found anywhere. From these giant trees — carefully selected before cutting — comes all of the wood used in the construction of Lullabye furniture — wood that is of a quality almost unobtainable in the open market.

Veneer Plant at
Butternut, Wisconsin



Pluswood Plant at
Oshkosh, Wisconsin



quired by the suppliers of these essentials — to offer nursery furniture that is *made better*, yet can be sold at a price that is competitive with other manufacturers.

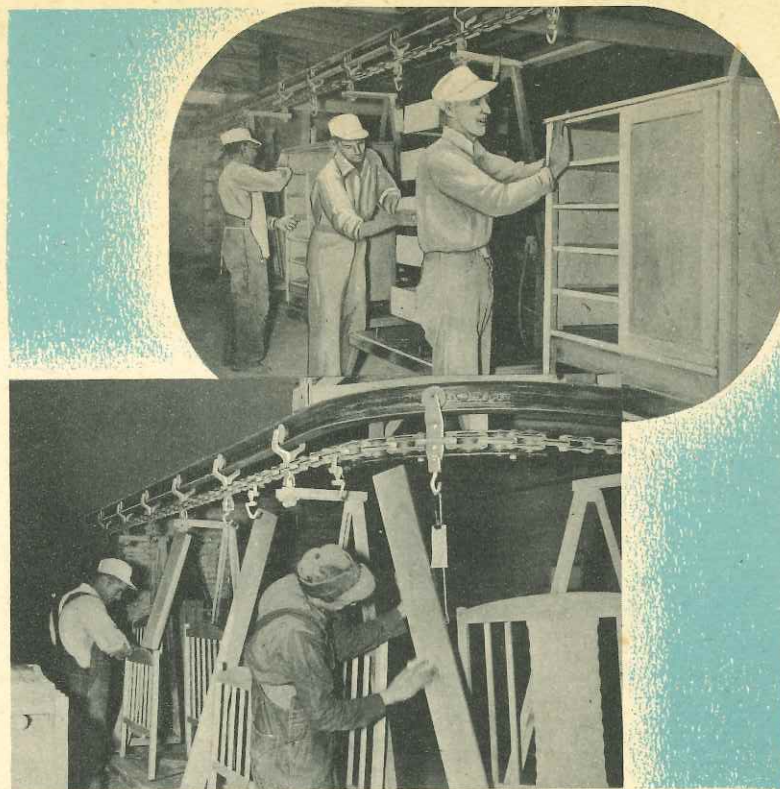
Finest Woods Obtainable

Cheap southern gum woods, commonly used in so much juvenile furniture, has no place in the Lullabye line. Lullabye uses exclusively only the finest northern hardwoods — chiefly birch and maple — the woods from which the best adult furniture is made. Here is a distinct bonus value in elemental quality that you can look to and find only in Lullabye.

Plant Efficiency Delivers Lower Cost

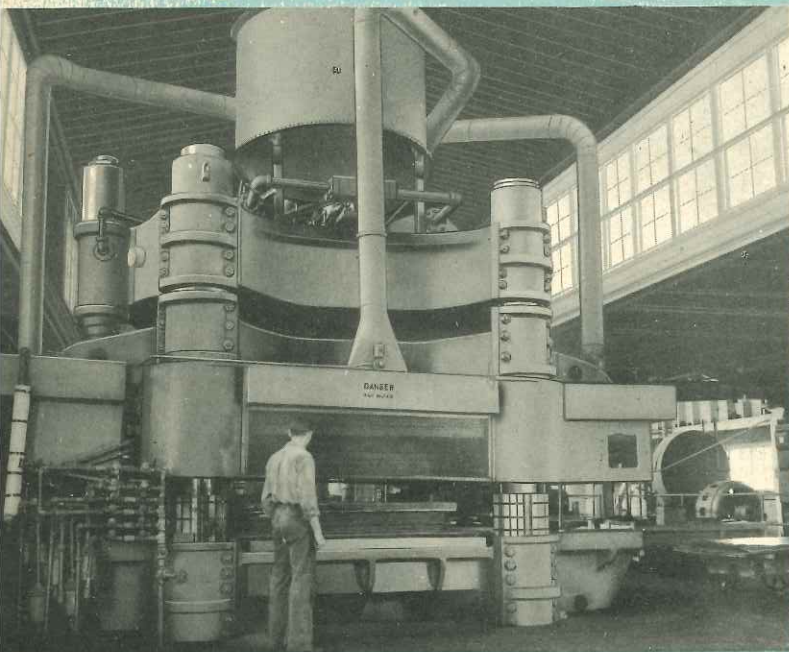
In manufacturing methods, too, Lullabye is organized to give you more for your money. Lullabye does this by finding economies not in cheaper, lower cost materials, but in more efficient plant operation. The conveyor system of assembly — key to constantly lower prices in motor car production — has been adapted by Lullabye to the manufacture of juvenile furniture. By all of the means of modern mechanical efficiency, the Lullabye management saves in the costs of production, the cost it refuses to take out of material quality or standards of construction, which are the highest in the industry.

Lullabye Factory at
Stevens Point, Wisconsin



And again, only Lullabye, of all manufacturers of juvenile furniture has all of these step-saving, cost-reducing resources on so broad a scale, from forest through factory — to provide you with the best juvenile furniture built in America today.

There's a Larger Measure of Satisfaction for You *the way Lullabye makes furniture*



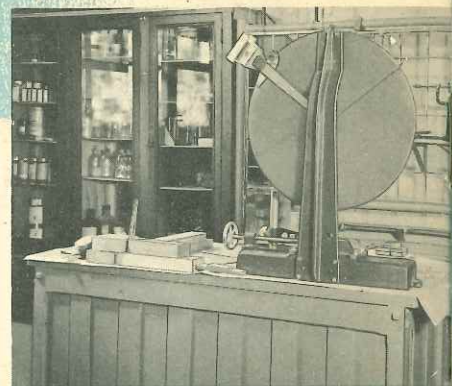
WORLD'S LARGEST is this press for the production of plywood. It is one of the battery of large and small plywood presses owned by Lullabye and Lullabye production affiliates to make panel stock for structural, commercial and furniture uses.

Look at juvenile furniture critically from the way it is made as you do your own furniture when you buy it, and you'll find a pronounced difference in construction between Lullabye methods and those followed by other manufacturers. All operations in the production of Lullabye furniture are judged by tests that prove each operation is better than alternative ways, not on the basis of which methods cost the least, but which operation makes a better piece of furniture. Every phase of Lullabye construction from selection of wood to the choice of the finishing materials has passed searching laboratory examinations that probably are not duplicated elsewhere in the industry.

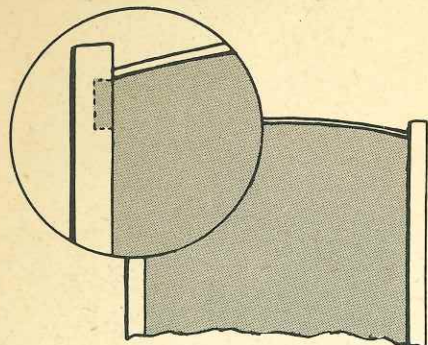
Beautifully Matched Veneers and Plywoods

The superiority of the northern hardwoods used in Lullabye construction is fortified further by Lullabye's own facilities for the production of veneers and plywoods. Especially selected and matched cuts of birch or maple are used for face veneers. These are carefully laminated to hardwood cores with thermo-setting, moisture-proof adhesives to produce beautiful solid panels far stronger than the wood from which they came. These panels are used for the head and foot boards of cribs and youth beds and for the top and sides of chests and chifferobes.

With Lullabye furniture you need have no fear in later years of cracked surfaces, nor of peeling and curling of wood as can be expected from furniture made from inferior woods and by cheaper methods.



This is the Lullabye experimental laboratory which is constantly engaged in the testing and analysis of materials going into Lullabye furniture.



Far Stronger Joints

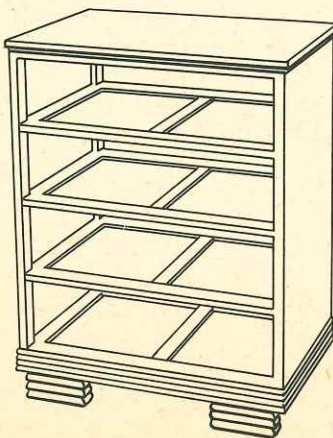
Another example of the invisible values in Lullabye construction — and your dealer can point out many more — is the mortice and tenon joint used on all principal joints in Lullabye pieces. Standard construction is by and largely the less costly blind dowel joint. Lullabye does not use this joint for important corners, because it lacks the strength and the quality to hold tight over a period of years that is provided by the more expensive and far better mortice and tenon joint.

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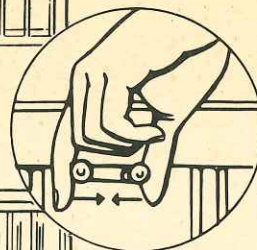
Many Other Exclusive Features

Similarly, all Lullabye chests, cabinets, and chifferobes have case fitted drawers, tops, doors, and posts, and all have dust-proof bottoms. No other line follows this standard of construction so completely. Yet Lullabye believes every mother wants these things to keep children's clothes clean and orderly, just as every mother appreciates the safest of all drop-side operations on a crib, that again is an exclusive Lullabye feature. Lullabye, too, offers a hygienic, variable position crib spring with every important adjustment you need plus the most simple method of operation.

Surely when you get furniture built to specifications like these at so nominal a cost, your choice of Lullabye is clearly indicated as the most enduring investment you can make.



Fool-Proof Drop Side Operation



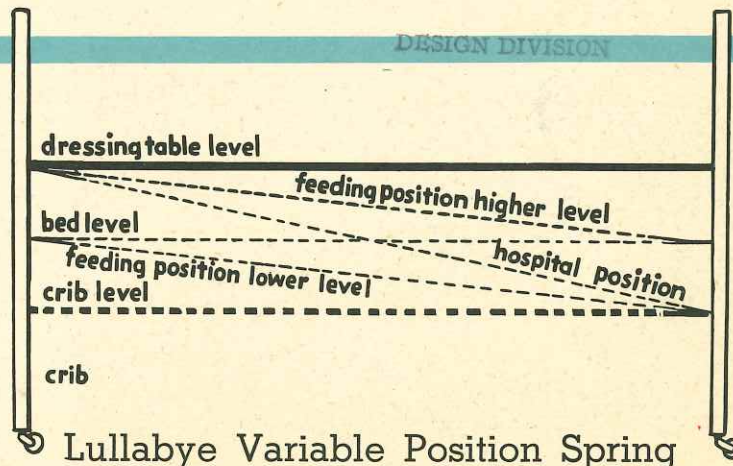
With Lullabye you have complete peace of mind against crib sides crashing down on little heads. Serious injury like this from the accidental tripping of a crib side that releases from foot action can't happen to curious crawlers with Lullabye.

The lock on a Lullabye crib gives you safe, finger-tip control of the drop-side.

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Lullabye Variable Position Spring

These are the various levels in which the Lullabye crib spring can be used for the greater convenience of the mother. It is simple to change from one position to another.

A straight back for baby is essential for the development and growth of a healthy child. The Lullabye all-steel spring is resilient but firm; is specifically designed to provide the correct foundation on which to place the mattress of your choice.



BYE BABY BUNTING

Traditional



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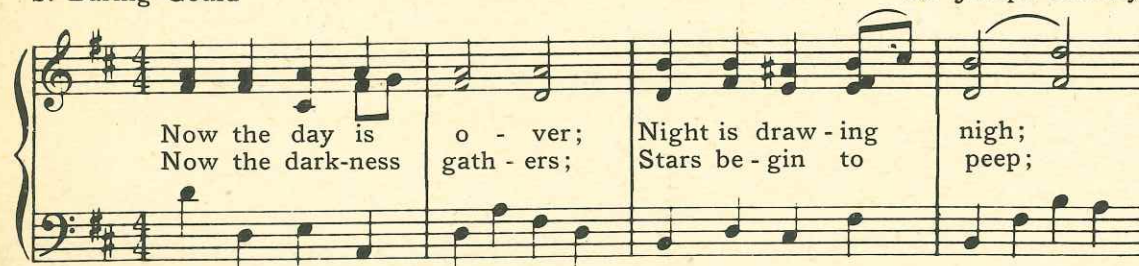
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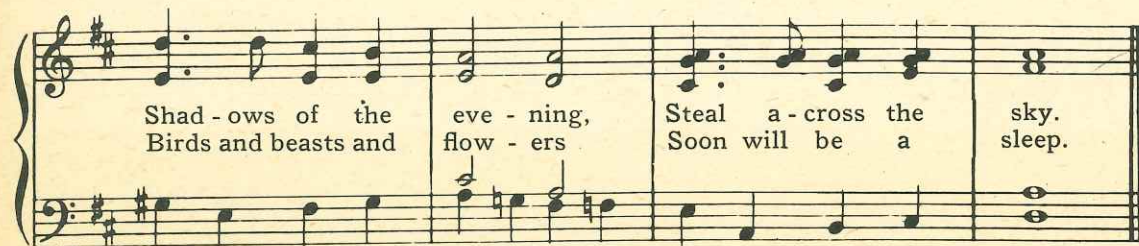
NOW THE DAY IS OVER

S. Baring Gould

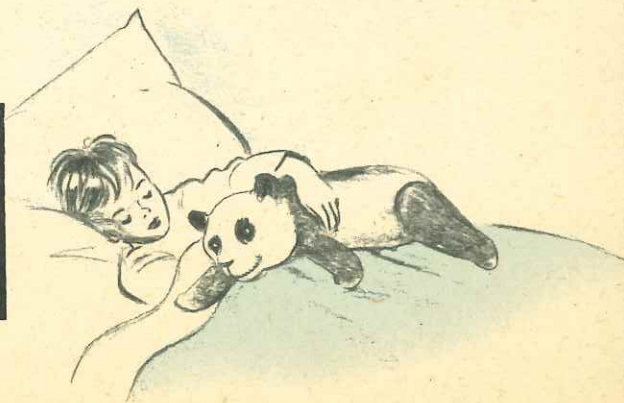
Sir Joseph Barnby



Now the day is o - ver; Night is draw - ing nigh;
Now the dark-ness gath - ers; Stars be - gin to peep;



Shad - ows of the eve - ning, Steal a - cross the sky.
Birds and beasts and flow - ers Soon will be a sleep.



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• Your *Authorized* Lullabye Dealer is
ready to give you *real help and service*

Lullabye dealers are selected for their thorough knowledge of furniture, for the emphasis they are known to place in pointing out values important to you that price tags avoid, and for the fact that their interest in you and the satisfaction you receive from what you buy goes further than the point of sale.

These qualifications are a primary consideration in the appointment of a Lullabye dealer. The store whose name appears below is recommended to you and is specifically authorized to show you the distinguished line made by America's first manufacturer of juvenile furniture.



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